



STATE OF WASHINGTON  
**SPECIAL LICENSE PLATE REVIEW BOARD**

**MINUTES**

*Regular Meeting*

*Friday, December 10, 2004 - 10:00 AM to 12:00 AM*

*Puget Sound Regional Council*

*1011 Western Avenue Suite 500, Seattle WA 98104*

*Phone (206) 464-7090 - Fax (206) 587-4825*

**MISSION:** To create a fair and balanced mechanism that will allow for the evaluation of special license plate applications for possible approval and to make recommendations to the Legislature regarding plate series with inadequate reimbursement levels.

**ATTENDEES**

**Board Members:** *Dorothy Webster, Lynda Henriksen, Senator Luke Esser, Representative Doug Ericksen and Captain Jeff DeVere*

**Absent:** *Senator Mary Margaret Haugen, and Representative Geoff Simpson*

**Support Staff:** *Jennifer Dana*

**Legislative Staff:**

**Legal Advisor:** *Jerry Anderson*

**Public Guests:** *Bill Kehoe, Department of Licensing; Steve Pozzanghera, Mike O'Malley, Tom Davis and Mick Cope, Washington Department of Fish and Wildlife; Ben Hull and Rian Giard, Choose Life; Linda Schwartz, Barbara Culp, and Kat Marriner, Bicycle Alliance; Karen Stebbins, Ski Washington; Heidi Audette and Lavern E. Sundet, Washington Department of Veterans Affairs representative and friend; Betsey Edwards, Washington National Park Fund; and Rita Cooper and Frank Galloway, Washington State Parks and Recreation Commission.*

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**I. CALL TO ORDER** - *The chair Dorothy Webster called the meeting to order at 10:05 A.M.*

**1. Introductions**

**a. New board member** - *the Chair announced that Captain Fred Fakemma resigned his position from the board. She then announced that the Chief of Washington State Patrol (WSP) has appointed Captain Jeff DeVere.*

**2. Review and approve meeting minutes from the 09/10/2004 meeting. (Chair Dorothy Webster)**

*Moved, seconded and carried: to accept the minutes from 9/10/2004.*

**3. Review and approve meeting agenda. (Chair Dorothy Webster)**

*Moved, seconded and carried: to accept the agenda for 12/10/2004.*

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## **II. PROGRAM STATUS & IMPLEMENTATION**

### **4. Program progress and accomplishments (Jennifer Dana)**

#### **a. Update on interested organizations**

There are currently 4 organizations collecting signatures to make application to the board. One organization has indicated they wish to submit their application in the summer, and one of the others is working on meeting all organizational requirements.

#### **b. Status on new plate sales**

The first new plate since 1996 was released on 11/1/04, Helping Kids Speak. To date, 234 plates have been sold leaving 451 to sell, which would reimburse the State for implementation costs.

The next new plates will be available on January 1, 2005: the Law Enforcement Memorial and Professional Fire Fighters and Paramedics plates.

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## **III. OTHER BOARD BUSINESS**

### **5. Presentation of the HP3000 migration and how it will effect special plate implementation. (Bill Kehoe, DOL –Chief Information Officer)**

Bill presented information on a key project DOL has scheduled for implementation and the impact of that project on specialty plates.

The HP3000 is a computer platform that runs the statewide title and registration system. This system is used by all vehicle-licensing offices, which include agents, subagents, and county auditors.

HP will no longer support the HP3000 past December 2006. With this issue to consider, DOL is presented with not having technical support for the system. This presents a major concern of risk to the system, which collects approximately one billion dollars per biennium. The department's plan is to move to a new platform.

As the project moves forward during its main phase of twelve months, there will be some changes that can be performed. There will be a specific time frame of four months where final testing occurs and changes must be limited to emergency only. Specialty plates could not be implemented during this four-month time frame. However, if a very high number of new plates came in during the same time frame this would be difficult to accomplish.

The standard programming cost will remain the same unless a special plate has special programming requirements or the implementation date occurs during a critical portion of the project phase.

With any new special plate, various areas of programming must be modified. Those areas include the inventory system, monthly renewal select, pricing programs, revenue distribution program, and the Internet renewal program.

Currently, the department has not received funding nor a vendor so the information is related to past history of other projects and experience with other vendors. However, during the four months of July 2006 to October 2006 a code freeze will occur to limit project delay.

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### **III. ORGANIZATION PACKETS FOR REVIEW AND APPROVAL**

#### **6. Washington Department of Veterans Affairs (Armed Forces License Plate Collection)**

Washington Department of Veterans Affairs (WDVA) satisfied all requirements applying as a state agency and has received agency approval. The WDVA submitted \$10,000 (\$2000 per plate design) and collected 11,000 signatures in total; however, each design was not able to obtain 2000 signatures. WDVA only needs to sell approximately 2180-Armed Forces license plates to reimburse the state for implementation costs.

Heidi Audette Public Relations and Legislative Manager for WDVA. Presented the proposal from the Veterans community. Since July WDVA has been working with the Veterans community to gather the required signatures for the Armed Forces License plate.

Each plate design will bear the emblem of one of the branches of service ~~to~~ and also include an emblem indicating whether the individual is a veteran, retiree, active duty personnel, or reservist.

WDVA's proposal is unique in that some branches of service in Washington State have more members than others. The proposed bill will allow the total number of sets sold to be pooled rather than the individual amount of signatures to be looked at individually. This does not have any additional burden to the State since the total amount of plate signatures still add up to 11,000. In addition, the generated revenue will go into one revenue account versus five.

This area of the proposal is important since many members of the veteran community want to go forward with all designs, not just one or two. WDVA worked with Department of Licensing as well as House Transportation staff to come up with an alternative to not add an additional burden.

If approved, the plates will be available to honorably discharged veterans, active duty military, reservists, and widow or widower of an eligible veteran. The cost will be

similar to other special plates resulting in an additional \$40.00 charged for the original purchase of the plate and additional \$30.00 charged for the renewal of the plate.

After the state recoups the cost to establish the plates \$28.00 from the sale or renewal of the plate will be deposited into the Veterans Stewardship Account created by the bill. The account will not go toward existing departmental programs but be used for programs and services for Veterans. Those to included; homeless or transitional services, memorials honoring the service and sacrifice of Veterans, the perpetual maintenance of a State Veterans cemetery in Eastern Washington. (Currently not established but being considered in the near future.)

The Armed Forces license plate would not affect any of the other special plates already created to limited number of veterans to include the Disabled American Veteran, Pearl Harbor Survivor, Congressional Medal of Honor, Purple Heart or the Former Prisoner of War. WDVA has submitted the bill to the Governor's office and have received approval to move forward with agency request legislation.

The marketing strategy will include:

- Direct contact with individuals who signed to signature sheet forms
- Work with Veterans service organizations with over 670,000 veterans in Washington State

Mr. Lavern Sundet explained that he started working toward creating a Veteran's plate in 1999. While in Montana he noticed a license plate displaying honorably discharged Veteran. Throughout the years he was encouraged with proposed legislation to create a Veteran's plate. However, none of the proposed bills were ever enacted. He went on to share an article sent to him by the National Veterans of Foreign Wars groups. He echoed the opinions of the article supporting Veteran's plates. Representative Ericksen expressed his appreciation for all the Veterans community has done to get this application in front of the board. Even though this part of the process is just a formality, he assured Lavern his desire to get this bill pushed through committee and enacted for the Veteran community. Senator Esser affirmed Ericksen's comments and is eager to support the proposed Armed Forces Collection plate bill.

Question: Has there been any preliminary work done to create the Eastern Washington Veterans cemetery. Yes, WDVA has started the process of creating a cemetery. The process should take about 5-10 years.

*Moved, seconded and carried: to approve the application submitted by WDVA.*

## ***7. Washington State Parks and Recreation Commission***

State Parks has satisfied all requirements applying as a state agency and have received agency approval. All fees have been submitted. State Parks chose to pay full implementation costs of \$30,299 (No signatures were required).

Rita Cooper, Assistant Director State Parks and Recreation Commission (SPRC), presented their application packet to the board. SPRC determined that it would be in their best interest to submit the requirement full implementation costs versus collecting the required signatures.

Their plate design was chosen using focus groups. It depicts Wallace Falls and Lake Wenatchee. In interviewing focus groups 80% of internal staff wanted the agency logo on the plate. However, 90% of the citizen focus groups did not want the shield on the license plate. East side and West side focus groups worked collectively to choose a design that would reflect both the east side and the west side of the mountains. SPRC hopes to come forward in the future with an additional plate design that allow visitors to have the plate serve as the entry permit into parks.

The revenue will be deposited into the Parks Improvement Account. The account is dedicated to the enhancement of the visitor experience. With the additional revenue, they hope to have the opportunity to do educational work from this.

*Moved, seconded and carried: to approve the application submitted by SPRC.*

## **8. Department of Fish and Wildlife**

Department of Fish and Wildlife submitted three packages of plate requests:

### **a. Wild On Washington (Eagle)**

They have met all organizational requirements by applying as a state agency and have received agency approval. Submitted \$2000 dollars and collected over 2300 signatures.

### **b. Endangered Wildlife (Orca)**

They have met all organizational requirements by applying as a state agency and have received agency approval. Submitted \$2000 dollars and collected over 2600 signatures.

### **c. Washington's Wildlife Collection (Elk, Deer and Bear)**

They have met all organizational requirements by applying as a state agency and have received agency approval. The agency submitted \$6000 dollars for all three designs and collected over 2000 signatures per plate design for a cumulative amount of over 6500 signatures.

Steve Pozzanghera, Deputy Director for the Fish and Wildlife Program, presented their application packet to the board. Steve commented that Dr. Keenan, Director of FWL has indicated this is clearly an opportunity to create landmark fish and wildlife conservation achievements in Washington.

The revenue of the plates will go specifically for fish and wildlife conservation and management activities. There are three applications that include five separate backgrounds. The first is a Wild on Washington theme depicting a bald eagle. The second plate is an Endangered Wildlife plate depicting a killer whale. The last three plates, Washington's Wildlife Collection, depict an elk, bear, and a mule deer.

FWL chose to gather signatures for the proposed plates. Their original plan was to submit nine designs; however, only five achieved the required signature amounts. FWL is still collecting signatures for plates depicting a ring neck pheasant, salmon, Dungeness crab, and a waterfowl featuring a mallard duck. They hope to submit those designs to the board in the future for the 2006 Legislative session.

The funds will be used for the Wild on Washington comprehensive wildlife viewing activities strategic plan. A stakeholder's process identified significant activities such as:

- Development of Wildlife Viewing Tourism
- Watchable wildlife projects
- Wings over the Scajit
- Wildlife viewing corridors
- Othello crane festival

All of these and future activities can benefit from the Wild on Washington plate. The funds for the Endangered Wildlife plate will specifically go toward threatened and endangered species, conservation, and recovery activities. Revenue will benefit a planning process for each and every listed species in the State of Washington:

- Head start program for western turtles
- Identify species at risk
- Prevent further declines some of the species in Washington that are suffering

The funds for the Washington's Wildlife Collection plates will benefit all items identified in the Game Management Plan.

The organization will continue to work on the plate designs to comply with Washington State Law Enforcement requirements.

*Moved, seconded and carried: to approve all applications submitted by the Department of Fish and Wildlife to include:*

- *Wild on Washington plate*
- *Endangered Wildlife plate*
- *Washington's Wildlife Collection of plates*

## **9. Bicycle Alliance of Washington**

BAW have met all organizational requirements as a non-profit 501 (c)(3) and is registered with the Office of the Secretary of State. All requirement documentation has been submitted. They have submitted their \$2000 application fee and collected over 2000 signatures.

Linda Schwartz presented the Bicycle Alliance application to the board. She addressed four areas specifically:

- Why they would like to see the Share the Road license plate
- Who specifically will benefit from the plate
- How the general public will benefit
- How the funds generated will be used

BAW wants to create the plate to make the roads safer for all users. They see this as part of a larger traffic safety strategy started by the Cooper Jones bicycle and pedestrian safety legislation. Having a visual reminder where it matters on the roadways could encourage safer driving behavior in the same way it has helped encourage seat belt use.

Two other states, Texas and Florida, have had tremendous experience selling a Share the Road plate to cyclists and neither of those states have the reputation of having being home to thousands of cycling enthusiasts.

Anyone using the roadway would benefit from the plate. In addition, anyone who wants to ride more often, including adults and children will benefit. One in seven Washingtonians claims to ride a bike occasionally, but would do so more often if they felt they had safer places to ride.

In addition, parents would like to have their children ride to school, but because of the perceived danger they do not. Even Washington's legislators want to see change as evidenced by a million dollar award to support ride to school programs. A Share the Road license plate can remind all road users, bicyclist and motorists alike that roads are for everyone. More bikes and fewer passenger cars could mean less wear on the roads and improved mobility of freight, thus creating a win-win situation for other road users and the state's overall economy.

The revenue generated from the sales of the plates will support existing Bicycle Alliance programs, training new bike commuters, building trail systems or programs aimed at children. In addition, they would create a mini grant program to give to schools and even adult education programs.

*Question:* How does this plate impact the Cooper Jones Emblems. The emblems currently do not have a large amount of marketing, however the plates will serve a different purpose. Therefore, they do not anticipate any impacts to the emblem sales.

*Moved, seconded and carried: to approve the application submitted by the Bicycle Alliance of Washington group.*

## ***10. Washington National Park Fund***

NPF has met all organizational requirements as a non-profit 501 (c)(3) and is registered with the Office of the Secretary of State. All requirement documentation has been submitted. All startup costs were submitted for a sum of \$30,299. No signatures were required.

The Washington National Park Fund is the local fund affiliated with the National Park Foundation. They have been in Washington for the past 10 years and raised 1.4 million dollars for Mt. Rainier, North Cascades, and Olympic National Park. The National Park Foundation is the congressionally chartered non-profit official partner for the National Park service. They work closely with the staff of the National Parks. Their mission is the preserve our National Parks so that future generations can experience the same natural wonders and cultural history that we have there today.

The license plate program was established because of the superintendents of the three different National Parks. With their cooperation they came up with one design and hope to in the future submit different designs.

They have self funded the start up of the program based on other National Park plates already established and will be using the other state program's expertise to make their program successful. With the cooperation of the other Washington Parks and the 15 thousand park contacts they will aggressively market plate sales. The parks have committed to market through their park newsletters, and many of means in those parks, which receive approximately five million visitors each year.

Their marketing will include two areas by integrating with current marketing and a separate plan indicated in the submitted plan. (?)

The organization will continue to work on the plate design to comply with Washington State Law Enforcements concerns.

*Moved, seconded and carried: to approve the application submitted by Washington's National Park Fund.*

### ***11. Ski and Ride Washington***

Ski and Ride Washington has met all organizational requirements as a non-profit 501 (c)(3) and is registered with the Office of the Secretary of State. All requirement documentation has been submitted. All startup costs were submitted for a sum of \$30,299. No signatures were required.

Karen Stebbins from Vision Marketing who is the marketing coordinator for Ski and Ride Washington presented their application packet. Ski Washington represents:

- 49 Degrees North
- Mt. Baker
- Mt. Spokane
- Bluewood
- Hurricane Ridge
- Mission Ridge
- The Summit at Snoqualmie
- Stevens Pass



- Crystal
- White Pass
- North Cascade Heli Skiing and Snow cat Operation

The Washington ski operators have been talking about creating a license for skiing and riding for a long time. They want to raise awareness of skiing and riding as a sport. Another reason is that the 2010 Olympics are coming and they would like to capture the excitement of the Olympics. This would raise the awareness of the sport within our state and to those traveling through our state before and after the Olympics. The additional funds will be used to support some of the Olympic efforts, Olympic athletes, and bring athletes in to talk with children.

The license plate will also be a great vehicle to help the organization to support charitable causes. They would like to start a youth initiative that promotes health and outdoor activities versus having children hide behind their computers and visit the malls. Other organizations they would like to support are an At Risk Inner City Program, and Ski for All.

Washington has the highest percentage of ski boarders to skiers in the country and has the youngest demographics in the country for participating in the sport. With safety being so important in this sport they would like to create more safety programs to include helmet safety and etiquette.

Marketing will be addressed to the:

- 2.1 million skier visits in Washington
- 1 million visitors to the Ski Washington website
- Washington Snow Expo

The organization will continue to work on the plate design to comply with Washington State Law Enforcements concerns.

*Moved, seconded and carried: to approve the application submitted by 49 Degrees North.*

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#### ***IV. QUESTIONS/CONCERNS ADDRESSED BY ORGANIZATIONS***

*12. None*

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#### ***V. OPEN PUBLIC PRESENTATIONS/INPUT***

13. Ben Hull from Choose Life Washington with Ryan Girard addressed the board. Their group is currently collecting signatures with a current count of 300. Recently incorporated, they are working on becoming a 501(c) 3.

A Choose Life plate will promote and support adopting efforts in Washington State. In the future, are some large signature gathering efforts in Olympia, and other areas across the State.

*Question:* With the upcoming programming freeze, when could a new organization expect an implementation date? If an organization was approved by the 2006 legislature, an organization can plan on having a plate implemented by January - March 2007.

*Question:* What is the time frame for the organization to receive their revenue. The funds are generally released to the organization by the 17<sup>th</sup> of the next month.

*Question:* Is there any record of which counties have purchased plates? No, currently the system is setup to disperse one check.

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## ***VI. OPEN DISCUSSION***

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## ***VII. NEXT MEETING***

15. TBA

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***ADJOURN*** – *The meeting adjourned at 12:02 p.m.*

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*Respectfully Submitted,  
Jennifer Dana  
Licensing Services Manager  
Administrative Support to the Board*

Dorothy Webster  
*Chair's Approval*